



RECEIVED

AUG 11 2003

TC 2600

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Attorney Docket No.: 2387.02US02

Chapin et al.

RECEIVED

Confirmation No.: 5856

Application No.: 09/960,231

JAN 16 2003

Filed: September 20, 2001

Technology Center 2600

Group Art Unit: 2614

For: SYSTEM AND METHOD FOR STORYBOARD INTERACTIVE TELEVISION  
ADVERTISEMENTS

PRELIMINARY AMENDMENT

RECEIVED

Assistant Commissioner for Patents  
Washington, D.C. 20231

NOV 21 2002

Technology Center 2600

Sir:

Prior to examination, please amend the above-identified Application as follows:

In the Specification

Please substitute the following amended paragraph(s) for the second and third paragraphs of the Detailed Description of the Preferred Embodiment:

41  
For example as shown in Figures 1-4, a national beverage company may create several storylines 12 for its beverages that are humorous, entertaining, and key to solidifying brand loyalty. The embodiment 10 provides the beverage company a venue for allowing a viewer of its advertisements to select which of the beverage company's advertisements the viewer wants to enjoy. The embodiment 10 begins with the interactive "i" logo and an initial real time, predetermined video advertisement segment 14. The segment displays three small picture-in-picture windows 16 in addition to the main or dominant display area 18. A smaller or larger number of windows can be displayed as is appropriate. Each of the windows 16 is a selectable zone 20 and displays a representation (either still or video) of only the visual part (i.e., no audio) of an advertisement segment from a different ad campaign. As shown in Figure 2, in the